Rep Order# 6839841 Ver# 1 Status New Traffic Order# EC'd Yes

08/08/2012 12:34 PM 08/08/2012 11:05 AM

**Last Received:** 08/08/2012 11 **Showing Buylines:** All Lines

**Printed:** 

 $\textbf{Station} \hspace{0.5cm} \mathsf{KSNV\text{-}TV} \hspace{0.5cm} \mathsf{LAS} \hspace{0.5cm} \mathsf{VEGAS}, \mathsf{NV}.$ 

Advertiser ( ).DEM. CNG. CMP COMM.

**Product** Issue **Estimate#** 1577

Buyer Katie Keuleman

Phone# Fax#  $\textbf{Agency} \quad ( \qquad ) \text{ GREAT AMERICAN MEDIA}$ 

3050 K ST NW

WASHINGTON, DC 20007

**Agency C/P1/P2/E** 11/14/1577

Flight Dates 09/11/2012 - 09/17/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

1 of 6

**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845

# --- CONTRACT COMMENT ---

SC=\*

## --- REMARKS ---

THIS IS A NEW ISSUE ORDER. CHECK AND TAPE TO BE SENT TO STATION. PLS ADVISE NA'S ASAP. PLS CONFIRM. MT&R PLEASE NOTE THIS BUY CANNOT START UNTIL WED 9/12

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M Buyli: Sales Ren	5A-6A ne Comment	WAKE UP WITH THE WAGNERS : ORDER CANNOT START UNITL WED 9/12 V1 ORDER CANNOT START UNTIL WED 9/12	:30	\$325.00	09/11-09/17	5	1	5	\$1,625.00	
	2	M	ne Comment	WAKE UP EARLY W/THE WAGNERS  : ORDER CANNOT START UNITL WED 9/12 V1 ORDER CANNOT START UNTIL WED 9/12	:30	\$200.00	09/11-09/17	5	1	5	\$1,000.00	
	3	TU-F,M Buyli: Sales Ren		WAKE UP WITH THE WAGNERS : ORDER CANNOT START UNITL WED 9/12 V1 ORDER CANNOT START UNTIL WED 9/12	:30	\$1,000.00	09/11-09/17	3	1	3	\$3,000.00	
	4	TU-F,M Buyli: Sales Ren		TODAY SHOW : ORDER CANNOT START UNITL WED 9/12 V1 ORDER CANNOT START UNTIL WED 9/12	:30	\$1,500.00	09/11-09/17	4	1	4	\$6,000.00	
	5	SA Buyli: Sales Ren		NEWS 3 AT SUNRISE : ORDER CANNOT START UNITL WED 9/12 V1 ORDER CANNOT START UNTIL WED 9/12	:30	\$350.00	09/15-09/15	1	1	1	\$350.00	
	6	SA Buyli: Sales Rer		SATURDAY TODAY : ORDER CANNOT START UNITL WED 9/12 V1 ORDER CANNOT START UNTIL WED 9/12	:30	\$625.00	09/15-09/15	1	1	1	\$625.00	

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08/08/2012 12:34 PM 08/08/2012 11:05 AM 2 of 6

Station KSNV-TV LAS VEGAS, NV. Advertiser ( ).DEM. CNG. CMP COMM. Product Issue Estimate# 1577			Agency ( ) GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 11/14/1577				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY					
Buyer Phone# Fax#	I	Katie Keuleman	Flight Dates Hiatus Weeks		09/11/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
	Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	7	=	NEWS 3 AT SUNRISE ORDER CANNOT START		:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
		Sales Remark: V	/1 ORDER CANNOT START	UNTIL WED 9/12								
	8		TODAY ON SUNDAY  ORDER CANNOT START  ORDER CANNOT START		:30	\$750.00	09/16-09/16	1	1	1	\$750.00	
	9		NEWS 3 TODAY/WKEND ORDER CANNOT START ORDER CANNOT START		:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	10	Buyline Comment	CHRIS MATTHEWS SHOW ORDER CANNOT START ORDER CANNOT START	UNITL WED 9/12	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	11	=	TODAY SHOW II ORDER CANNOT START		:30	\$750.00	09/11-09/17	3	1	3	\$2,250.00	
	12	Buyline Comment	TODAY SHOW III  ORDER CANNOT START  ORDER CANNOT START		:30	\$325.00	09/11-09/17	5	1	5	\$1,625.00	
	13	Buyline Comment	RACHEL RAY ORDER CANNOT START ORDER CANNOT START		:30	\$325.00	09/11-09/17	5	1	5	\$1,625.00	
	14	Buyline Comment	P NEWS 3 AT NOON ORDER CANNOT START ORDER CANNOT START		:30	\$425.00	09/11-09/17	5	1	5	\$2,125.00	

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Showing Buylines: All Lines

Advertiser Product Estimate#	( ) .DEM. CNG. CMP COMM. Issue 1577	Agency ( ) GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 11/14/1577				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY				
Buyer Phone# Fax#		Flight Dates Hiatus Weeks	09/11/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT Ln	Day Time Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
15	TU-F,M 1230P-1P NEWS 4: THE AGENDA  Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U		:30	\$325.00	09/11-09/17	5	1	5	\$1,625.00	
16	TU-F,M 2P-3P THE DOCTORS  Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U		:30	\$325.00	09/11-09/17	5	1	5	\$1,625.00	
17	TU-F,M 3P-4P DR. PHIL  Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U		:30	\$450.00	09/11-09/17	5	1	5	\$2,250.00	
18	TU-F,M 4P-430P FIRST NEWS 3 AT FOUR Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U	NITL WED 9/12	:30	\$600.00	09/11-09/17	5	1	5	\$3,000.00	
19	TU-F,M 430P-5P NEWS 4 AT 430P  Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U		:30	\$700.00	09/11-09/17	5	1	5	\$3,500.00	
20	TU-F,M 5P-630P EARLY NEWS  Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U	NITL WED 9/12	:30	\$1,000.00	09/11-09/17	5	1	5	\$5,000.00	
21	SA 5P-630P KSNV EARLY NEWS Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U		:30	\$650.00	09/15-09/15	1	1	1	\$650.00	
22	TU-F,M 630P-730A WHEEL OF FORTUNE/JEOF Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U	NITL WED 9/12	:30	\$1,000.00	09/11-09/17	5	1	5	\$5,000.00	
23	TU-F,M 730P-8P FACE TO FACE  Buyline Comment: ORDER CANNOT START UN Sales Remark: V1 ORDER CANNOT START U	NITL WED 9/12	:30	\$800.00	09/11-09/17	5	1	5	\$4,000.00	

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Station KSNV-TV LAS VEGAS, NV. Agency ( ) GREAT AMERICAN MEDIA Rep Firm ) .DEM. CNG. CMP COMM. Sales Office ( Advertiser ( 3050 K ST NW ) PHILADELPHIA WASHINGTON, DC 20007 **Product** Salesperson ( ) AMY MCCREARY Issue Estimate# 1577 **Agency C/P1/P2/E** 11/14/1577 Katie Keuleman Flight Dates 09/11/2012 - 09/17/2012 Buver **Salesperson Phone**# 215-568-6540 **Hiatus Weeks** Salesperson FAX# Phone# 215-568-1845 Fax# LTSpots/Week # of Total Cost Program Len Rate Dates Total Ln Day Time Daypart Weeks Spots 730P-8P VEGAS INC \$375.00 1 1 24 :30 09/15-09/15 1 \$375.00 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 25 8P-10P :30 \$4,000.00 09/17-09/17 1 2 \$8,000.00 THE VOICE Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 26 10P-11P NBC PRIME :30 \$3,200.00 09/17-09/17 1 1 \$3,200.00 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 27 10P-11P NBC PRIME \$3,200.00 09/12-09/12 1 1 :30 1 \$3,200.00 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 28 9P-10P \$2,600.00 09/14-09/14 1 1 1 GRIMM :30 \$2,600.00 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 8P-9P :30 \$8,000.00 09/16-09/16 1 1 \$8,000.00 29 SU END OF GAME 1 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 830P-930P NEWS AFTER NFL 1 1 30 :30 \$1,600.00 09/16-09/16 \$1,600.00 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12 31 TU-F,M 11P-1135P NEWS 3 NIGHTSIDE :30 \$1,200.00 09/11-09/17 1 2 \$2,400.00 Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12

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) GREAT AMERICAN MEDIA KSNV-TV LAS VEGAS, NV. Agency ) .DEM. CNG. CMP COMM.

3050 K ST NW

WASHINGTON, DC 20007 Agency C/P1/P2/E

11/14/1577

Flight Dates 09/11/2012 - 09/17/2012 Salesperson (

Rep Firm

Sales Office (

) PHILADELPHIA ) AMY MCCREARY

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Salesperson Phone# 215-568-6540 **Hiatus Weeks** Salesperson FAX# 215-568-1845

LTSpots/Week # of Day Time Program Len Rate Dates Total Total Cost Ln Daypart Weeks Spots \_\_\_\_ 32 SA 11P-1135P NEWS 3 NIGHTSIDE :30 \$1,100.00 09/15-09/15 1 1 1 \$1,100.00

Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12

33 TU-F,M 1135P-TONIGHT SHOW W/ JAY LENO :30 \$750.00 09/11-09/17 3 1 3 \$2,250.00 1235A

Buyline Comment: ORDER CANNOT START UNITL WED 9/12 Sales Remark: V1 ORDER CANNOT START UNTIL WED 9/12

#### ---REPORT TOTALS---

Station

**Product** 

**Buver** 

Fax#

Phone#

Advertiser

Estimate#

Issue 1577

Katie Keuleman

Report Totals: 96 / \$81,675.00

#### ---SALES MONTHLY TOTALS---

Sep 12: 96 / \$81,675.00

Sales Totals: 96 / \$81,675.00 Station Totals: 96 / \$81,675.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$272,250 CATV 0% **KBLR** 0% KINC 0% KLAS 27% KSNV 30% KTNV 17% KTUD 1% KVCW 3% KVMY 5% KVVU 17%

> XXXX0%

### --- COMPETITIVE COMMENTS---

EST SHARES

Books NOV12 Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

**Ver#** 1

Status New

Rep Order#

CASH IN ADVANCE

6839841

**Agency** ( ) GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007

**Agency C/P1/P2/E** 11/14/1577 **Flight Dates** 09/11/2012 - 09/17/2012

Hiatus Weeks

Traffic Order#

Rep Firm

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Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

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**Salesperson Phone**# 215-568-6540 **Salesperson FAX**# 215-568-1845